GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA

UNSTARRED QUESTION NO:2150
ANSWERED ON:18.03.2002
BOOST TO TOURISM TRAFFIC
RAM SINGH KASWAN

Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether the US-led attack on Afghanistan has affected the Indian tourism sector;

(b) if so, whether the Government have prepared any action plan to attract more foreign tourists to India;

(c) if so, the details thereof; and

(d) the extent to which its implementation is likely to increase the inflow of tourist traffic?

Answer

MINISTER OF TOURISM AND CULTURE(SHRI JAGMOHAN)

(a): Yes, Sir.

(b) and (c): Several measures are in hand including the following:-

(1) Positioning and maintaining tourism development as a national priority activity;

(2) Enhancing and maintaining the competitiveness of India as a tourism destination;

(3) Improving India's existing tourism products and expanding these to meet new requirements;

(4) Creation of world class infrastructure;

(5) Developing sustained and effective marketing plans and programs;

(6) Special thrust to rural and small segment tourism; and

(7) Attention to civilisational issues and issues pertaining to civic administration, good governance and also of social and cultural values.

(d): It is expected that the above measures will considerably increase the inflow of tourists to India.